**Question:**

1. Pick company and data management strategy – Please select a real-world company (e.g. Johnson & Johnson, United Health, Walmart) from the industry that your team was assigned. Review publicly available information about this company and then articulate what you believe should be the data management strategy for this company, including the benefits that will accrue to the company from this strategy. For this part of the project, you should be guided by the discussions in class. You will want to be able to justify this decision and briefly share your reasoning during your presentation.

**Answer:**

Our project is retail, so we have selected Walmart as our base company.

**Business objectives**: Customer service, customer benefits and higher profits. Business strategy of Walmart is highly customer-focused.

We think Walmart should have an offensive data management strategy because of the following reasons:

1. Walmart is a customer-focused business with objectives of increasing revenue, areas of sales, generating customer insights and satisfaction.
2. It generates customer insights like “ratings & reviews” and integrates this data with market data in order to enhance customer satisfaction and in the decision-making process.
3. It faces extreme competition, for instance, Amazon. With new offers, business strategies and improved customer experience, Walmart needs to constantly step up its game and stay ahead of its competitors. The famous six acquisitions by Walmart fall in three categories: marketplaces, multi-brand stores and mono-brands can be given as an example in its attempt to get ahead of Amazon.
4. The valuable data of Walmart is primarily external, publicly, or commercially available, so it is less concerned with data protection.
5. It is not heavily regulated as well. The data is majorly decentralized allowing better control.
6. Data is flexible and can be transformed and interpreted as per the needs & demands of the business.